

## East Hollywood Business Improvement District

### BOARD OF GOVERNORS MEETING

Wednesday, June 13, 2012

#### MINUTES

Attending: Jeff Zarrinnam, chair; Carlson, Koretz, Massachi, Reuveni, Shield, Zaman

Staff: Gubler, Shahenian

Guests: David Ambroz, Disney; Ryan Carpio, CD-13; Kerreno Charchoglyan, Chase; Mark Lindquist, Chase; Allison Louie, Children's Hospital LA; Alejandra Marroquin, CD-13; Sharyn Romano, HBT/LA; Harry Sabounjian, UWS;

I) Call to Order

Zarrinnam called the meeting to order at 3:20 p.m. The group members made self-introductions.

II) Public Comments

Zarrinnam called for public comments. There were none.

III) Hollywood Community Plan Update

Gubler discussed the Hollywood Community Plan Update under consideration by the LA City Council. It was noted that the Hollywood Chamber was actively working to support the Plan update.

Ambroz commented that the City had been working on an update to the Plan for nearly 10 years. He stated that the Update emphasized transit oriented development that was consistent with the long-term goals of the City.

Carpio stated that the Council member Eric Garcetti is in full support to the Community Plan update.

**Motion** by Carlson, seconded by Shield to support the Hollywood Community Plan update.

**Motion** carried.

IV) Creation of East Hollywood BID Website

The group discussed the need to create a website for the BID. Shahenian noted that depending on the complexity of the site, creation of a BID Website would range from \$1500- \$3000.

**Motion** by Koretz, seconded by Carlson to approve up to \$3,000 for design of an East Hollywood BUD Website.

**Motion** carried.

V) Cleaning Contract Update

Romano provided the Board with an update of cleaning services in the BID for the month of May.

The group discussed the need for more trash cans within the BID. The Board discussed the costs associated with current trash removal in the BID, noting that the compactors cost approximately \$4000 per unit. It was agreed new trash cans should be prioritized at major intersections of the BID.

Shahenian will look into grants for purchasing Big Belly Solar Compactors to be placed at the four major intersections of the BID. She will also look into the City's "adopt a trash can" program.

Romano discussed costs associated with continuing the second phase of tree planting along Vermont Ave. between Santa Monica and Melrose. She noted that 32 15-gallon trees can be planted for a cost of \$20,000. This figure will include watering and maintenance for the remainder of the year.

**Motion** by Shield, seconded by Massachi to grant HBT permission to move forward the planting and maintenance of trees along Vermont Ave. between Santa Monica and Melrose.

**Motion** Carried.

VI) Reports from Public Agencies

Carpio introduced Alejandra Marroquin to the group and noted that she would be the new East Hollywood Field Representative for CD-13.

The group discussed problems with illegal vending within the BID and the need for signs in both English and Spanish to deter vending.

Carpio updated the group on the status of funding for the BID's Vermont Median project. He stated that CD-13 hopes to find funding to replace the \$25,000 originally pledged by the CRA. He noted that design of the medians is still on schedule however, it will now be handled by Street Services rather than through the CRA.

VII) Transfer of Banking Institutions

Shahenian introduced representatives from JP Morgan Chase Bank and noted that she had begun the process of transferring the BID's bank accounts from Comerica to Chase.

Charchoghlyan and Lindquist discussed community grant and financial literacy programs offered through Chase.

VIII) Los Feliz BID/ Vermont Triangle Maintenance Discussion

Koretz noted that the BID's Vermont Triangle Subcommittee met with HBT to discuss costs associated with potential cleaning and maintenance services for the Vermont Triangle. She noted that maintenance of the Triangle would cost approximately \$14,000 per year. Koretz stated that the Kaiser would be working with the Los Feliz BID and will solely fund the clean-up of the triangle for 6 months. She stated that Kaiser would also be working with PATH to conduct targeted outreach to the homeless in the Triangle's vicinity.

IX) Next Meeting

The next meeting was set for Thursday, July 19<sup>th</sup>, at 3 p.m at Children's Hospital of Los Angeles.

There being no further business, the meeting was adjourned at 4:26 pm.

Respectfully Submitted,

Nicole Shahanian  
Executive Director